



**McDowell Road/South Scottsdale Task Force**  
**ASU SkySong, Convergence Conference Room #129**  
**1475 N. Scottsdale Road**  
**Scottsdale, AZ 85257**  
**October 14, 2009**

**APPROVED MINUTES**

**Present:** Tom Sadvary, Chair  
Virginia Korte  
Jim Atkinson  
Kurt Brueckner  
Don Couvillion  
Michael Fernandez  
Jeremiah Foster  
Ed Gawf  
Eric Larson  
Wendy Lyons  
Tom Mason  
Paul Messinger  
Jay Petkunas

**Absent:** Sonnie Kirtley, George Adams, Michael Fernandez and Ed Gawf arrived late.

**Staff:** Rob Millar

**Call to Order**

Chair Sadvary called the McDowell Road/South Scottsdale Task Force regular meeting to order at 5:03 p.m. Roll call confirmed the presence of Task Force members as noted.

**1. Approval of 10-1-09 Summarized Meeting Minutes**

Motion to approve minutes made by Eric Larson, seconded by Wendy Lyons. Minutes approved 11-0.

**2. Task Force Report to the City Council**

Task Force members did not have a preference for report format. Chairman Sadvary reviewed the Mayor's charge to the Task Force to develop a useful product with recommendations for the City Council. Further discussion of the Task Force Report will be placed on the agenda for a future meeting.

### **3. Gruen Gruen & Associates Area Reports**

Aaron Gruen of Gruen Gruen & Associates discussed the findings of the 2007 Southern Scottsdale Market Study and 2009 Real Estate Economic Analysis reports, and the implications of the findings for the work of the Task Force. Mr. Gruen recommended that South Scottsdale be treated by City planners as a distinct area.

### **4. Habitat For Tomorrow Presentation**

Mr. Goldfeld, Charles Shiffner, and others from the Habitat for Tomorrow group discussed the concept of holistic and sustainable development for the McDowell Road corridor.

### **5. Staff and Task Force Updates (A.R.S. 38-431.02 (K))**

Rob Millar, City Economic Vitality staff support for the Task Force, passed out the Strength, Weaknesses, Opportunities, and Threats analysis reports summarizing the October 1 activity and the geographic information requested by Task Force members. Mr. Millar also passed out a General Plan Questionnaire to be completed by Task Force members.

### **6. Public Comment (A.R.S. 38-431.02(K))**

Sandra Hertlein recommended that the Task Force consider de-constructing buildings rather than bulldozing them.

### **7. Identification of Future Agenda Items**

The next meeting will be November 5<sup>th</sup> from 8 to 9:30 a.m. in the Convergence Room at Skysong. On the agenda will be one presentation by City staff about already defined "visions" for the McDowell Road corridor and three presentations of ideas for revitalizing the area.

### **8. Adjournment**

The meeting adjourned at 6:43 p.m.